

**AMENDMENTS TO THE CLAIMS**

1. (Currently Amended) A computer-based method for identifying a product relating to a web page, the method comprising:

~~providing~~ ~~storing~~ a plurality of ~~previously submitted~~ queries submitted by users of a web site, each query having a popularity;

receiving ~~content~~ of the web page;

identifying ~~provided~~ ~~previously submitted~~ queries ~~having words~~ that match phrases ~~in the content on the web page~~;

selecting an identified ~~previously submitted~~ query based on its popularity; and

~~resubmitting the selected~~ ~~previously submitted~~ query to a product search engine to identify a product that is related to the ~~selected query~~ ~~web page~~.

2. (Currently Amended) The method of claim 1 including ~~selecting~~ ~~identifying~~ the product based on experience-based relevance of the product to the selected query.

3. (Currently Amended) The method of claim 1-2 wherein experience-based relevance recognition is based on interactions of users with results of similar queries.

4. (Currently Amended) The method of claim 1 including selecting product data for the ~~selected~~ ~~identified~~ product.

5. (Original) The method of claim 1 wherein the content is an article of the web page.

6. (Original) The method of claim 1 wherein the content is a headline of the web page.

7. (Original) The method of claim 1 wherein the web page represents a web log.

8. (Original) The method of claim 1 wherein the web page contains an instant messaging message.

9. (Original) The method of claim 1 wherein the content is provided by an associate of a vendor web site that sells products.

10. (Original) The method of claim 9 wherein the associate is compensated based on a user purchase of an advertised product.

11. (Currently Amended) A computer-based method for identifying providing information about a product to be associated with content, the method comprising:

providing storing a plurality of previously submitted queries, each previously submitted query having a popularity;

identifying a previously submitted query from the plurality of previously submitted queries based on its relevance to the content and its popularity of submission; and

selecting a product that matches the identified previously submitted query as the product to be associated with the content; and

providing information about the selected product to be associated with the content.

12. (Original) The method of claim 11 wherein the plurality of queries correspond to queries submitted by users.

13. (Original) The method of claim 11 wherein the relevance of a query to the content is based on matching phrases in the content to queries.

14. (Original) The method of claim 11 wherein the identifying of queries selects a relevant query that is most popular.

15. (Original) The method of claim 11 wherein the selecting of a product includes:

identifying products that match the identified query;

ranking the identified products based on the experience of users who accessed results of similar queries; and

selecting a high-ranking product as the product that matches the identified query.

16. (Original) The method of claim 11 wherein the content is related to an article.

17. (Original) The method of claim 16 wherein the content is a headline of the article.

18. (Original) The method of claim 16 wherein the content is a body of the article.

19. (Original) The method of claim 16 wherein the content is a portion of a body of the article.

20. (Original) The method of claim 11 wherein the content is a web log.

21. (Original) The method of claim 11 wherein the content is an instant messaging message.

22. (Original) The method of claim 11 wherein the content is a portion of a dynamically generated web page.

23. (Original) The method of claim 11 wherein the content is provided by an associate of a vendor web site that sells products.

24. (Original) The method of claim 23 including providing to the associate an advertisement for the selected product.

25. (Original) The method of claim 24 wherein the associate is compensated based on a user purchase of the selected product.

26. (Currently Amended) A method in a computer system for providing information relating to content, the method comprising:

| sending content to a web service, the web service for providing storing a plurality of previously user-submitted queries, for identifying a previously submitted query from the plurality of previously submitted queries that is related to the sent content, and for selecting a product that matches the identified previously submitted query as the product to be associated with the content;  
| receiving information relating to the product associated with the content; and  
| displaying the content and the received information.

27. (Original) The method of claim 26 wherein the identifying of a query is based on popularity of the query.

28. (Original) The method of claim 26 wherein the received information is product data.

29. (Original) The method of claim 26 wherein the received information is an advertisement.

30. (Original) The method of claim 26 wherein the web service is provided by a vendor and the content is provided by an associate of the vendor.

31-37. (Canceled)

38. (Currently Amended) A computer system for providing a query relating to content, comprising:

- || a popularity-based query table containing previously submitted queries submitted by users and indications of the popularity of the queries among users;
- || a component that identifies previously submitted queries of the popularity-based query table that match the content; and
- || a component that selects an identified previously submitted query based on its popularity as indicated by the popularity-based query table.

39. (Original) The computer system of claim 38 including a component that submits the selected query to a query engine to identify information relating to the content.

40. (Original) The computer system of claim 39 wherein the query engine is experience-based.

41. (Original) The computer system of claim 39 wherein the information is product data.

42. (Original) The computer system of claim 38 wherein the content is received from an associate of a vendor's web site.

43. (Original) The computer system of claim 38 wherein the identifying of queries includes identifying the longest phrases of the content that match a query.

44. (Original) The computer system of claim 38 wherein the popularity of a query is based on when users purchase the product identified by results of the query.

45. (Original) The computer system of claim 38 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

46. (Original) The computer system of claim 38 wherein the queries are submitted by users of a web site.

47. (Currently Amended) A computer-readable storage medium containing instructions for controlling a computer system to provide product data by a method comprising:

generating a popularity-based query table containing previously submitted queries submitted by users of a vendor's web site and indications of the popularity of the queries among the users;

receiving content from an associate of the vendor's web site;

identifying previously submitted queries of the popularity-based query table that match the received content;

selecting an identified previously submitted query based on its popularity as indicated by the popularity-based query table;

~~executing-resubmitting~~ the selected query to identify products that match the query;

retrieving product data associated with an identified product; and

sending the retrieved product data to the associate.

48. (Currently Amended) The computer-readable storage medium of claim 47 wherein the ~~executing-resubmitting~~ of the selected query is performed by an experience-based query engine.

49. (Previously Presented) The computer-readable storage medium of claim 47 wherein the identifying of queries includes identifying the longest phrases of the received content that match a query.

50. (Previously Presented) The computer-readable storage medium of claim 47 wherein the popularity of a query is based on when users purchase a product identified by results of the query.

51. (Previously Presented) The computer-readable storage medium of claim 47 wherein the popularity of a query is based on when users request information on a product identified by results of the query.

52. (Previously Presented) The computer-readable storage medium of claim 47 wherein the products are offered for sale by the vendor.

53. (Previously Presented) The computer-readable storage medium of claim 47 wherein the content is derived from a web page to be served by the associate.

54. (Previously Presented) The computer-readable storage medium of claim 53 wherein the associate is compensated by the vendor when a user to whom the web page is served purchases the product from the vendor.

55. (Currently Amended) A computer system for identifying products related to content, comprising:

means for providing a popularity-based query table containing previously submitted queries;

means for receiving a request to identify products related to content;

means for selecting a previously submitted query from the popularity-based query table;

means for identifying products that match the selected previously submitted query;  
and

means for providing the identified products in response to receiving the request.

56. (Currently Amended) A method in a computer system of a vendor for providing product data relating to content provided by an associate of the vendor, the method comprising:

receiving from the associate a request for product data for a product relating to content;

identifying a previously submitted query that matches the content;

executing the identified previously submitted query to identify a product that matches the query;

retrieving product data relating to the product that matches the previously submitted query; and

sending to the associate the retrieved product data.

57. (Original) The method of claim 56 wherein the query is identified based on the popularity of queries among users.

58. (Original) The method of claim 56 wherein the query is not identified based on the popularity of queries among users.

59. (Original) The method of claim 56 wherein the method is provided as a web service of the vendor.

60. (Original) The method of claim 56 wherein the product data is an advertisement for a product sold by the vendor.